

JUL 26 2007

NEBRASKA DEPARTMENT
OF INSURANCE

CONSENT ORDER

CAUSE NO. A-1729

SUSAN E. BOOTH,

Jul 26, 2007 ACCT# 8521 \$500.00
NO-INVOICE [REDACTED] TRAN# 1771928
BOOTH, SUSAN E
CHECK# 1227

JURISDICTION

- ### STIPULATIONS OF FACT

1. The Department initiated this administrative proceeding by filing a petition styled State of Nebraska Department of Insurance vs. Susan E. Booth, Cause Number A-1729 on June 6, 2007. A copy of the petition was served upon the Respondent at the Respondent's business address registered with the Department by certified mail, return receipt requested.

6-11-18
10:42 AM
10:42 AM
10:42 AM

2. The petition alleged that Respondent violated Neb. Rev. Stat. §§44-4059(1)(b), and 44-4059(1)(h), and 44-4057, Title 210 NAC Ch. 14 specifically §014.02, §014.01, and Title 210 NAC Ch. 46 §020, specifically (020.02C) as a result of the following conduct:

On or about February 21, 2007, Respondent distributed an advertisement inviting recipients to contact Respondent for information regarding long term care planning. The advertisement violates several provisions of insurance law.

- a. The advertisement was distributed under the name of an unlicensed entity, "Long Term Care Resources", a name other than Respondent's legal name, of which the director was not notified;
- b. The advertisement attached a letter from the Governor of Nebraska encouraging citizens to plan for their long term care insurance needs;
- c. The advertisement failed to disclose the identity of the insurer Respondent represents; and
- d. The advertisement failed to disclose that the purpose of the advertisement was solicitation of insurance and that contact would be made by an insurance agent or insurance company.

3. The Respondent was informed of her right to a public hearing. Respondent waives that right, and enters into this Consent Order freely and voluntarily. Respondent understands and acknowledges that by waiving her right to a public hearing, Respondent also waives her right to confrontation of witnesses, production of evidence, and judicial review.

4. Petitioner dismisses the allegations contained in the Petition and restated in Paragraphs #2, items a, c, and d. Respondent neither admits nor denies the remaining of the allegation contained in the Petition and restated in Paragraph #2 d above.

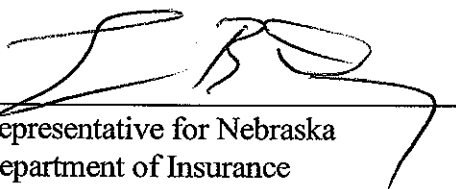
CONCLUSIONS OF LAW

Respondent's conduct as alleged above constitutes a violation of Neb. Rev. Stat. §§44-4059(1)(b) and Title 210 NAC Ch. 14 specifically §014.02.

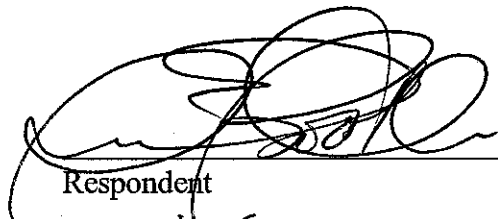
CONSENT ORDER

It is therefore ordered by the Director of Insurance and agreed to by Respondent that Respondent shall pay an administrative fine of five hundred dollars on or before fifteen (15) days from the date on which the Director signs this Consent Order. The Nebraska Department of Insurance shall retain jurisdiction of this matter for the purpose of enabling the Respondent or the Department to make application for such further orders as may be necessary.

In witness of their intention to be bound by this Consent Order, each party has executed this document by subscribing his or her signature below.



Representative for Nebraska
Department of Insurance
941 "O" Street, Suite 400
Lincoln, Nebraska 68508
(402) 471-2201



Respondent
Date July 16, 2007

Date

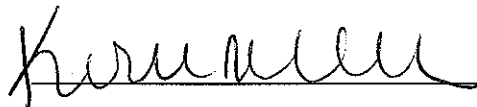
Attorney for Respondent

Date

State of NE)
County of Douglas) ss.

On this 16 day of July 2007, Susan E. Booth personally appeared before me and read this Consent Order, executed the same and acknowledged the same to be her voluntary act and deed.





Notary Public

I hereby certify that the foregoing Consent Order is adopted as the Final Order of the
Nebraska Department of Insurance in the matter of State of Nebraska Department of Insurance vs.
Susan E. Booth, Cause No. A-1729

STATE OF NEBRASKA
DEPARTMENT OF INSURANCE



L. TIM WAGNER
Director of Insurance

7/26/07
Date

CERTIFICATE OF SERVICE

I hereby certify that a copy of the executed Consent Order was sent to the Respondent at
Respondent's registered Respondent at her business address as registered with the Department of
Insurance, 17509 William Street, Omaha, Nebraska 68130 by certified mail, return receipt
requested on this 27th day of July 2007.

